Data and Privacy File Guides

Apple Media Products: Subscription Click Activity

September 2022

File name

Subscription Click Activity.csv

File description

This file contains information related to the user's actions in the Manage Subscriptions within Settings and resulted server events.

Why Apple keeps this information

Apple retains this information in order to understand user behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Action Context	The page from which the user action was taken
Action Details	The specific item on which the user action was taken
Action Type	The type of user action taken
Action URL	Internet address associated with the link on which the user took action
Active Subscription Catalog ID	The list of catalog identifiers for user's active subscriptions
Activity Subscription Catalog Name	Catalog name of the subscription user took action on the subscription management page
Analytics Variant	The multivariate evaluation data (e.g., areaId = "area of multivariate evaluation user belongs to", bucket = "bucket of multivariate evaluation user belongs to", treatmentId = "treatment of multivariate evaluation user belongs to")
App Name	The App from which the user action was taken
App Version	The version of the App from which the user action was taken
Apple ID Number	Apple account identification number
Attempted Subscription Bundle	Whether the subscription is part of a bundle offer
Attempted Subscription Bundle ID	Identifier of the bundle offer
Attempted Subscription Catalog Name	Catalog name of the subscription product to be purchased
Attempted Subscription Free Trial Period	To be purchased subscription free trial period duration in hours
Attempted Subscription ID	Identifier of the subscription to be purchased

Field Name	Details
Attempted Subscription Offer ID	Identifier of the subscription offer
Attempted Subscription Offer Period	To be purchased subscription offer period duration in hours
Attempted Subscription Period	To be purchased subscription duration in hours
Attempted Subscription Price	The price of the subscription in the applicable currency, as a decimal number (e.g. 9.99)
Attempted Subscription Product Type	The type of subscription product offer
Attempted Subscription Purchase ID	Transaction identifier of the subscription to be purchased
Attempted Subscription Purchase Item ID	Identifier of the subscription purchase line item
Authorization Amount	The authorized price in the applicable currency, as a decimal number (e.g., 9.99)
Authorization Card Processor	The processor of the card authorization
Authorization List	A list of authorization details for multiple subscription purchases (e.g., amount, authorization Id, authorization Result, billing Info Id, card Processor, card ProcessorId, etc.)
Authorization Response Message	The response from payment provider
Authorization Result Type	The result of the authorization (e.g., successful, failure)
Authorization Time	The total time to finish the authorization in minutes
Authorization Type	Type of authorization (e.g., billing information open purchase, close purchase, etc.)
Billing Information	Billing information of the user (e.g., billingInfo id, card type, store front id, etc.)
BuyInfo Country	Name of country from which the subscription was purchased
BuyInfo Price	Price of subscription to be purchased in the applicable currency, as a decimal number (e.g. 9.99)
BuyInfo Subscription Catalog Name	Catalog name of the subscription product purchased
BuyInfo Subscription Product Type	The type of purchased subscription offer
BuyInfo Subscription Type	The type of subscription purchased by the user (e.g., auto-renewable subscription or subscription bundle)
Cancelled Subscription Bundle	Whether the cancelled subscription is part of a bundle offer

Field Name	Details
Cancelled Subscription Bundle ID	Identifier of the cancelled subscription bundle offer
Cancelled Subscription Catalog Name	Catalog name of the subscription product being cancelled
Cancelled Subscription Free Trial Period	The cancelled subscription free trial period duration in hours
Cancelled Subscription ID	Identifier of the cancelled subscription
Cancelled Subscription Offer ID	Identifier of the cancelled subscription offer
Cancelled Subscription Offer Period	The cancelled subscription offer period duration in hours
Cancelled Subscription Period	The cancelled subscription duration in hours
Cancelled Subscription Price	The price of the cancelled subscription in the applicable currency, as a decimal number (e.g. 9.99)
Cancelled Subscription Product Type	The type of cancelled subscription product offer
Cancelled Subscription Purchase Item ID	Identifier of the cancelled subscription purchase line item
Cancelled Subscription Purchase ID	Transaction identifier of the cancelled subscription purchase
Carrier Subscription Offers	An array for subscription identifiers offered by the carriers on the user's carrier plan benefit web page
Channel Link Partner	The channel partner code that provides Apple services bundled into partner plan
Channel Link Partner ID	The channel partner identifier for the MNC (Mobile Network Code) - MCC (Mobile Country Code) that provides Apple services bundled into partner plan
Channel Link Partner Type	The channel partner type that provides Apple services bundled into partner plan
Channel Link Product Code	The product code of channel partner that provides Apple services bundled into partner plan
Channel Link Service	The Apple service that channel partner bundled into partner plan (e.g., Apple TV+, Arcade, etc.)
Channel Partner	The channel partner code that provides Apple services as promotional offer in partner paid plan (e.g., ATT, EE)
Channel Transaction Partner ID	The channel partner partner identifier for the MNC (Mobile Network Code) - MCC (Mobile Country Code) that provides Apple services as promotional offer in partner paid plan

Field Name	Details
Channel Transaction Partner Type	The channel partner type that provides Apple services as promotional offer in partner paid plan
Channel Transaction Product Code	The product code of channel partner that provides Apple services as promotional offer in partner paid plan
Channel Transaction Service	The Apple service that channel partner provides as promotional offer in partner paid plan
Client Correlation Key	A means through which Apple can associate a user's purchases with their click actions
Code Redemption Code	The offer code with redemption code details (e.g., Prefilled (code field is pre-filled with an offer code provided, but may be overridden), NoValue (no value is available on the landing page), Hidden (offer with no code field))
Code Redemption Current Subscription Level	The subscription level for applied redemption
Code Redemption Error Key	The error key during redeemption process
Code Redemption Free Product Code ID	Identifier of the free product code
Code Redemption isRedemption	Whether the code was redeemed for first party subscription
Code Redemption Promotion ID	Identifier of the promotional offer, if the user used one
Code Redemption Subscription Product	The type of subscription redemption code that was applied
Commerce Flow	Commerce server enumerated description for the step in the flow that a user is on (e.g., add_funds)
Commerce Flow Type	Commerce server enumerated description for the type of flow the user is going through (e.g., content_purchase)
Contact Support Indicator	Indicates whether the subscription page allows for a user to contact support
Country	The country store front in which the user's action occurred
Delegate App Name	The name of the App to which the control is passed (e.g., "commerce-app" or "finance-app")
Destination URL	The internet address of the page that caused another store page to load
Details	Data from the dialog event (e.g., adamid, appadamid, price, etc.)
Dialog Code	Identifier for dialogs presented to the user in the App
Dialog ID	A unique identifier for dialog event
Dialog Message	Non-localized message identifier of the dialog (if available, otherwise the localized message)

Field Name	Details
Dialog Options	List of non-localized controls (e.g., buttons) from which the user can choose
Dialog Result	Whether the dialog has returned a value (e.g., warning, cancel, authorization, failure, success, error, unknown, interrupted)
Dialog Type	Type of dialog
Eligibility Type	Eligibility type for the offer associated with the upsell
Entry Location	Identifier corresponding to where the user enters the page
Event ID	A unique identifier for event
Event Time	Date and time on which the activity occurred
Event Type	The user action taken on the App (e.g., click, search, enter, exit, etc.)
Event Version	The schema version for the action taken by the user
Expired Subscription Catalog ID	The list of catalog identifiers for user’s expired subscription
Expiring Subscription Catalog ID	The list of catalog identifiers for user’s expiring subscriptions
Fraud Check Is Rejected	Whether the fraud check was rejected by finance
Fraud Check Result	The result of the fraud check
Fraud Check Status	The status of the fraud check
Host App	The name of the App that hosted the Action Context
Impressions	Representation of the content elements viewable at the time of the click, as applicable to the specific click event
InApp Manage Indicator	Indicates whether the subscription page allows a user to manage their subscription in its app
IP Country Code	The country code from which the action occurred, as determined by the user’s IP address
IP Region	The user's region, as determined from the user’s IP address
IP Timezone	The timezone from which the action was taken, as determined by IP address
Is Signed In	Whether the user has been authenticated
Linkable Subscription Catalog ID	The list of catalog identifiers for user’s linkable subscriptions

Field Name	Details
Locations	The location of the associated context as it appears within an applicationThe location on the page for the click and search events
Marketing IDs	Dictionary containing IDs for marketing Items
Masked IP	A de-resolutioned version of the user's IP address
Metrics Client ID	A randomly generated device identifier (unique for each device), which expires every 6 months
Offer Placement	The type of offer or set of offers that was presented to the user
Offer Placement Type	The reason that a particular offer or set of offers was presented to the user
Offer Scenario Type	The type of scenario associated to the offer (e.g., priceReduction, savings, suggestion, betterValue….etc)
Offer Trial Period	A set of values used to determine the offer trial period
Offer Type	The user's transaction type for the content (e.g., buy, free download, pre-order)
Offer Variant	The type of offer upsell where the user clicked or impressed or engaged
Operating System	Operating system used to complete the action
Operating System Version	Version of the operating system used to complete the action
Page	Unique page description
Page Context	Context where in an Apple Media Properties App an event occurred
Page Details	Additional information related to the page from which the user action was taken
Page ID	The page on which the user action was completed
Page Type	The type of page on which the user action was taken
Page URL	Internet address of the content with which the user interacted
Partner Token	The partner token associated with the payment account (e.g., %Alipay, % Required)
Payment Type ID	Identifier of the payment type (e.g., storeCredit, Creditcard)
Previous Subscription Bundle	Whether the previously purchased subscription is part of a bundle offer
Previous Subscription Bundle ID	Identifier of the previously purchased bundle offer
Previous Subscription Catalog Name	Catalog name of the subscription product previously purchased

Field Name	Details
Previous Subscription Free Trial Period	The previously purchased subscription free trial period duration in hours
Previous Subscription ID	Identifier of the subscription previously purchased
Previous Subscription Offer ID	Identifier of the previously purchased subscription offer
Previous Subscription Offer Period	The previously purchased subscription offer period duration in hours
Previous Subscription Period	The previously purchased subscription duration in hours
Previous Subscription Price Paid	The price of the previously purchased subscription in the applicable currency, as a decimal number (e.g., 9.99)
Previous Subscription Product Type	The type of previously purchased subscription product offer
Previous Subscription Purchase ID	Transaction identifier of the previously purchased subscription
Previous Subscription Purchase Item ID	Identifier of the previously purchased subscription purchase line item
Price	Total purchase price in the applicable currency, as a decimal number (e.g., 9.99)
Process Step	The list of event steps that occurred during the commerce transaction
Purchase Context List	List of sub-events tied to subscription purchase event
Purchase ID	Identifier of the purchase
Purchase List	A list of Commerce-related purchased details (e.g., purchaseId, adamId, amount, billing, auth amount..etc.)
Purchase Price Paid	Total price of the purchase in the applicable currency, as a decimal number (e.g., 9.99)
Purchase Status	The status of the purchase (e.g., open, closed)
Purchased Line Items	The commerce-related information about the subscription purchased
Purchased Subscription App Name	Name of the App through which the subscription was purchased
Purchased Subscription Bundle	Whether the purchased subscription is part of a bundle offer
Purchased Subscription Bundle ID	Identifier of the purchased bundle offer
Purchased Subscription Catalog Name	Catalog name of the subscription product purchased

Field Name	Details
Purchased Subscription Free Trial Period	The purchased subscription free trial period duration in hours
Purchased Subscription ID	Identifier of the purchased subscription
Purchased Subscription List	A list of the subscription purchased details including subscription bundles
Purchased Subscription Offer ID	Identifier of the purchased subscription offer
Purchased Subscription Offer Period	The purchased subscription offer period duration in hours
Purchased Subscription Period	The purchased subscription duration in hours
Purchased Subscription Price	The price of the purchased subscription in the applicable currency, as a decimal number (e.g., 9.99)
Purchased Subscription Product Type	The type of purchased subscription offer
Purchased Subscription Purchase ID	Transaction identifier of the purchased subscription
Purchased Subscription Purchase Item ID	Identifier of the purchased subscription purchase line item
Referral App Name	Name of the referring App that caused the active application to launch
Renewal Receipts Indicator	At the time of page load, indicates whether the user will receive a receipt for each subscription renewal
Result Error Key	The errorkey value of the purchase
Result Exception Code	The reason for error or not an error associated with the purchase
Result type	Whether the purchase event is successful or failed
Selection Opportunities	Whether the subscription page allows the user to choose individual services from a bundle subscription
Store Front Header	The value indicating which regionalized store was shown to the user
Subscription Change	Indicates whether (and if so, to what) the current subscription is changing to
Subscription Marketing Item	Identifier of marketing item for the Apple One Subscription Banner (ASB)
Subscription Offer Type	The type of subscription offer
Subscription Purchase Type	The type of the subscription purchased
Subscription Renewal Indicator	Indicates whether the subscription page allows for the user to renew the susbcription from the page

Field Name	Details
Subscription Sharing Indicator	At the time of page load, indicates whether the user will share new subscriptions with their family members
Subscription State	The state of the subscription (e.g, “active”, “expiring”, or “expired”)
Target ID	Identifier of the content on which the user clicked
Target Type	The type of item clicked by the user (e.g., button, card, etc.)
Timezone Offset Min	The difference between GMT (UTC) and the user’s local time when an event originated, in minutes
Topic	The area of study to which a context relates
Upcoming Subscription Catalog ID	The list of catalog identifiers for user’s upcoming subscriptions
User Actions	Actions the user took while interacting with a dialog
User Agent	Information about the user’s device from which the action occurred, including information about the operating system and browser
Visit End Time	The timestamp of the last event of the user visit
Visit ID	A unique ID for a visit session
Visit Start Time	The start time of the visit